

# Alaska Performance Scholarship Survey *Preliminary Results*

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Prepared by:  
**McDowell Group**  
**April 3, 2015**

# McDowell Group

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- Research and consulting since 1973
- 15 professional staff
- Offices in Juneau, Anchorage, Bellingham
- Areas of expertise: mining, oil & gas, tourism, seafood, transportation, health care, education
- Services: economic and socioeconomic analysis, surveys, market research, feasibility studies, community planning, program evaluation
- Six projects for ACPE since 2012

# Survey Methodology

- Survey target: APS-eligible graduates
  - Classes of 2011, 2012, 2013, 2014
- Two emails sent one week apart with link to survey
- Passwords embedded to match survey result with student record
- Incentive: two \$500 Amazon gift cards
- Of 2,121 respondents, 119 hadn't heard of APS; screened out of some questions (leaving 2,002 as base)

## Survey Stats

Total Grads	9,249
Working Emails	8,536
Total Surveys	2,121
Response rate	25%

# Survey Methodology (cont'd)

- Survey data weighted by two factors:
  - Collegiate Eligibility Level
  - APS Usage (Yes versus No)
- Otherwise survey very representative
  - Grad year, region, race very comparable
- Women slightly more likely to participate
- Results available by grad year, APS use, eligibility levels, region, race, gender, non-user in-state vs out-of-state

	Total	Survey
Collegiate Eligibility		
Level 0	13%	9%
Level 1	36%	48%
Level 2	27%	25%
Level 3	24%	19%
APS Used	45%	52%

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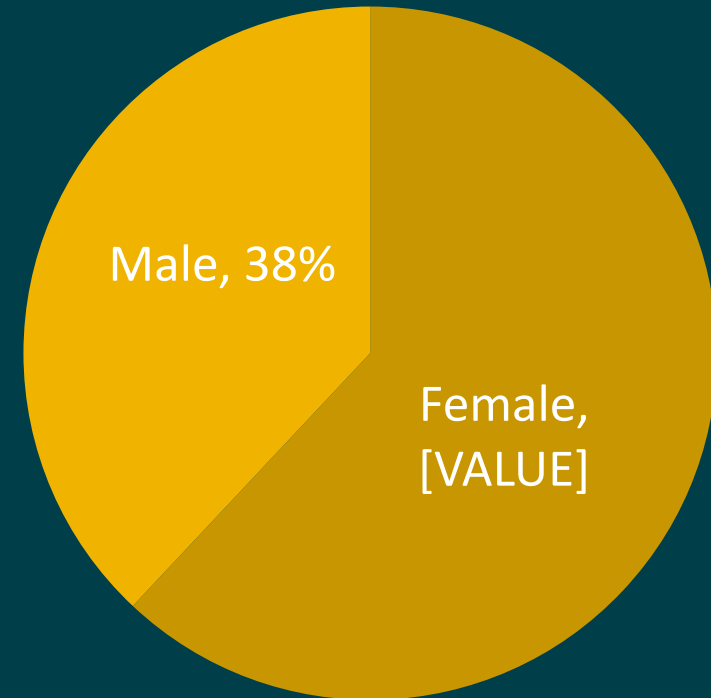
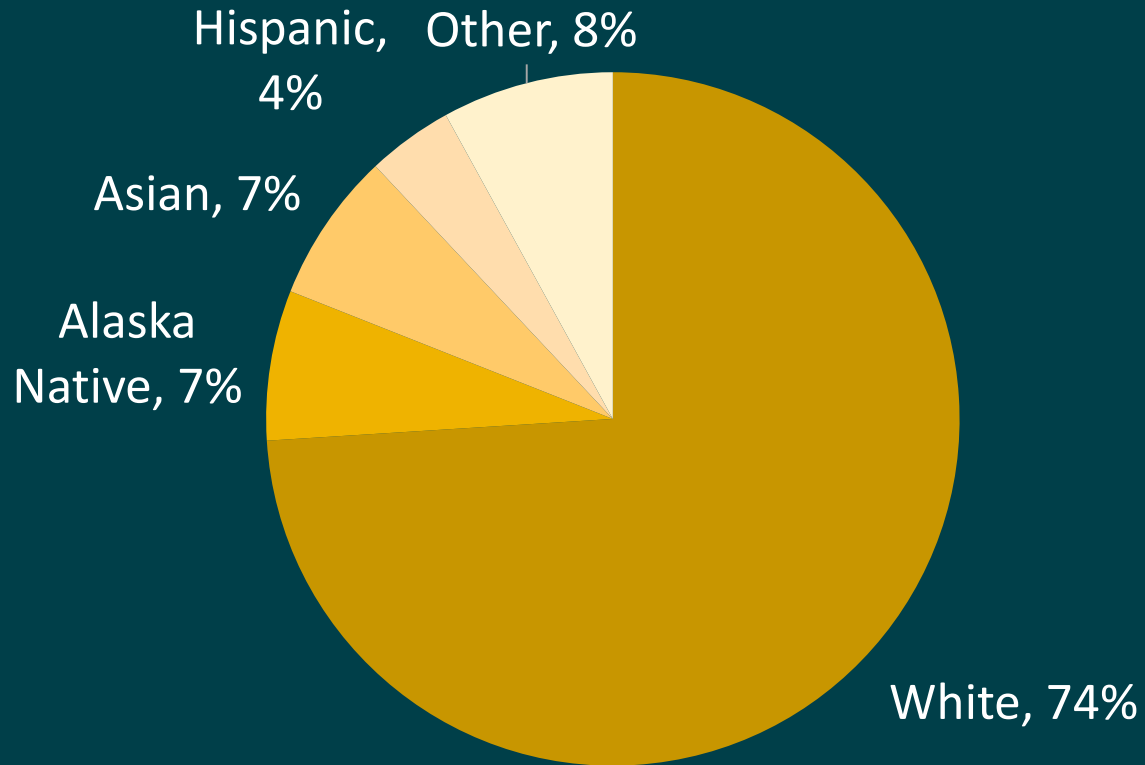
# Sample Characteristics

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# Race and Gender

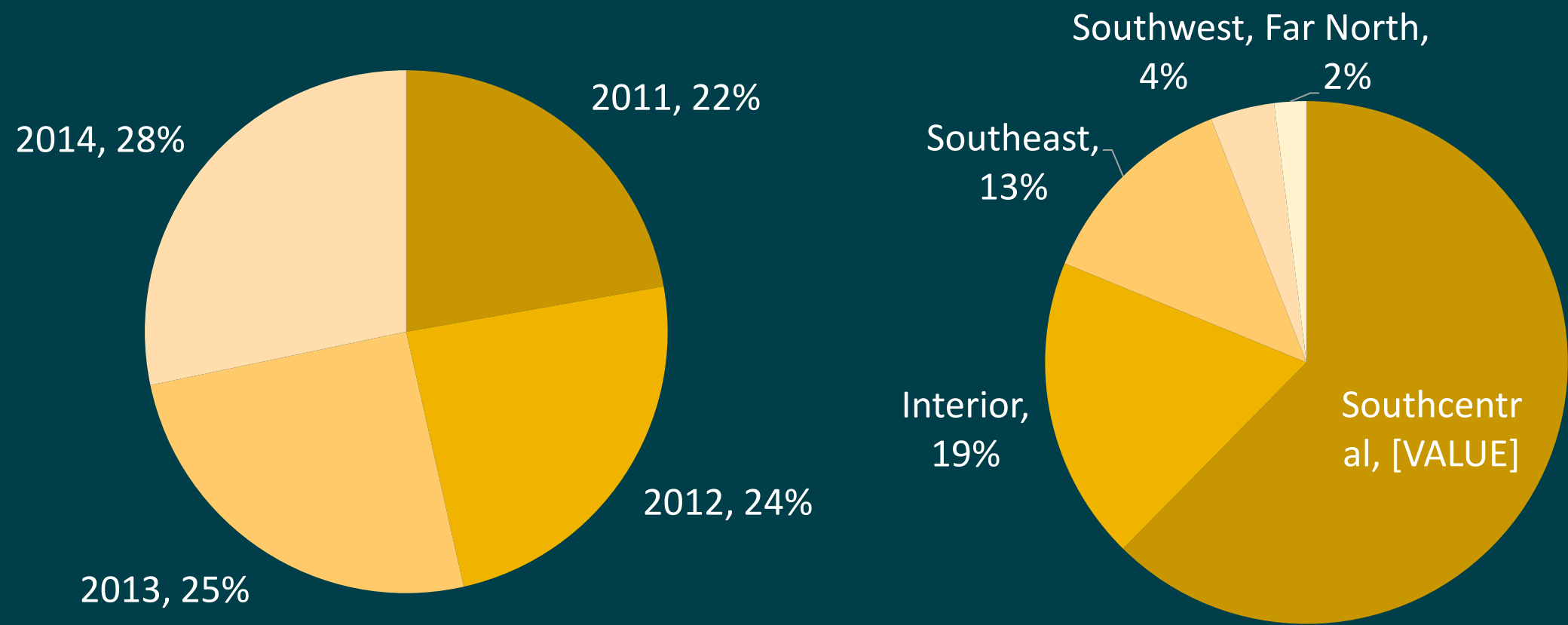
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Base: All respondents (2,121)



# Grad Year and Region

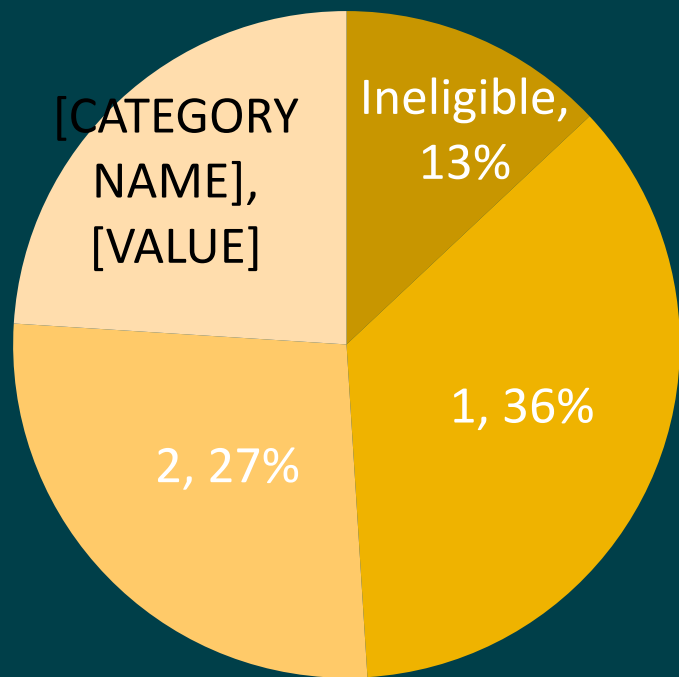
Base: All respondents (2,121)



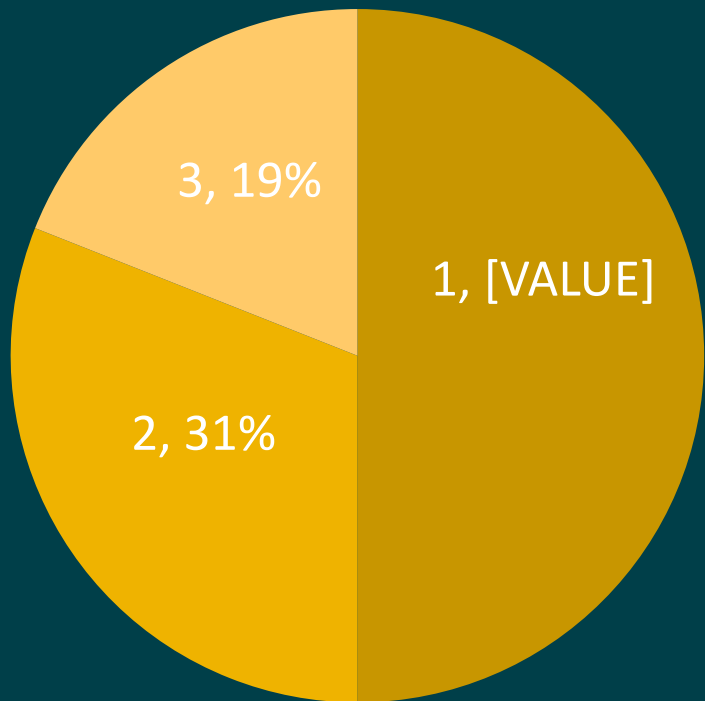
# APS Eligibility Levels

Base: All respondents (2,121)

Collegiate Eligibility



Career Eligibility





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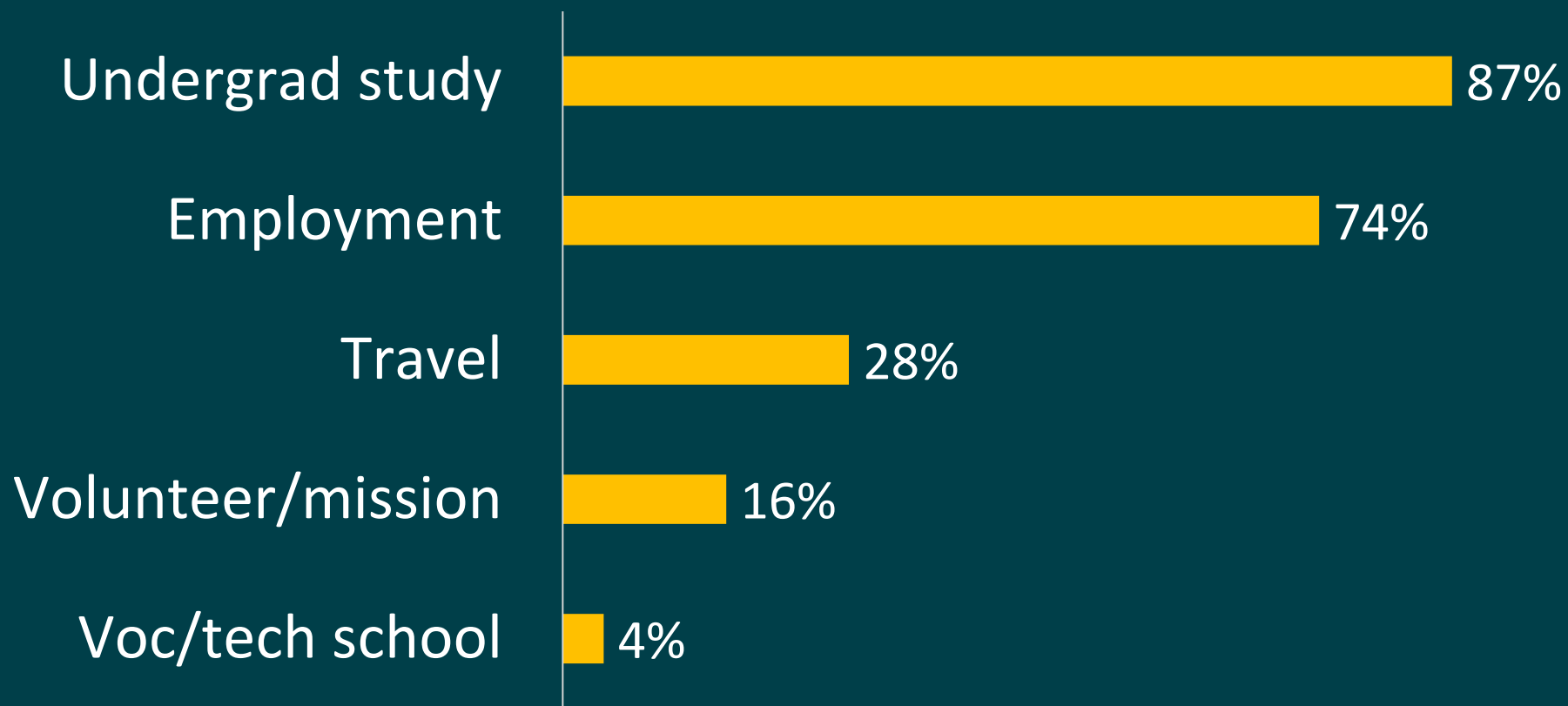
# Survey Results

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# Activities Since Graduating

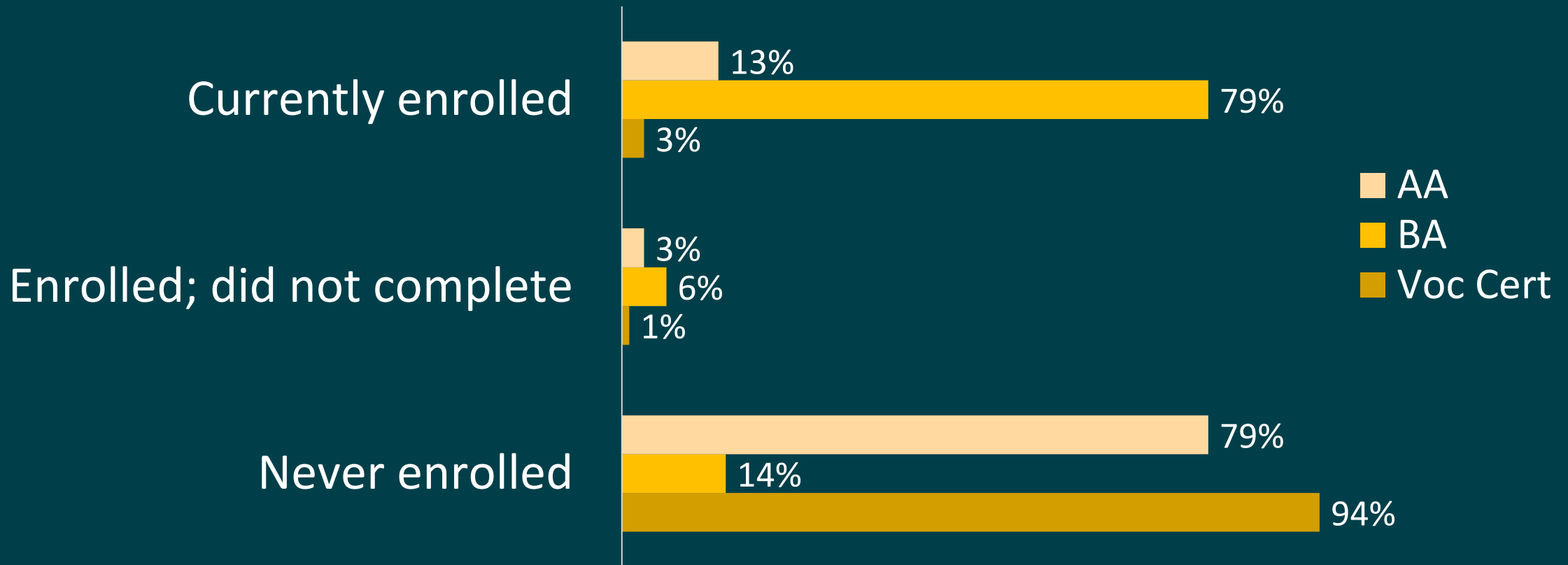
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Base: All respondents (2,121)



# Current Enrollment Status

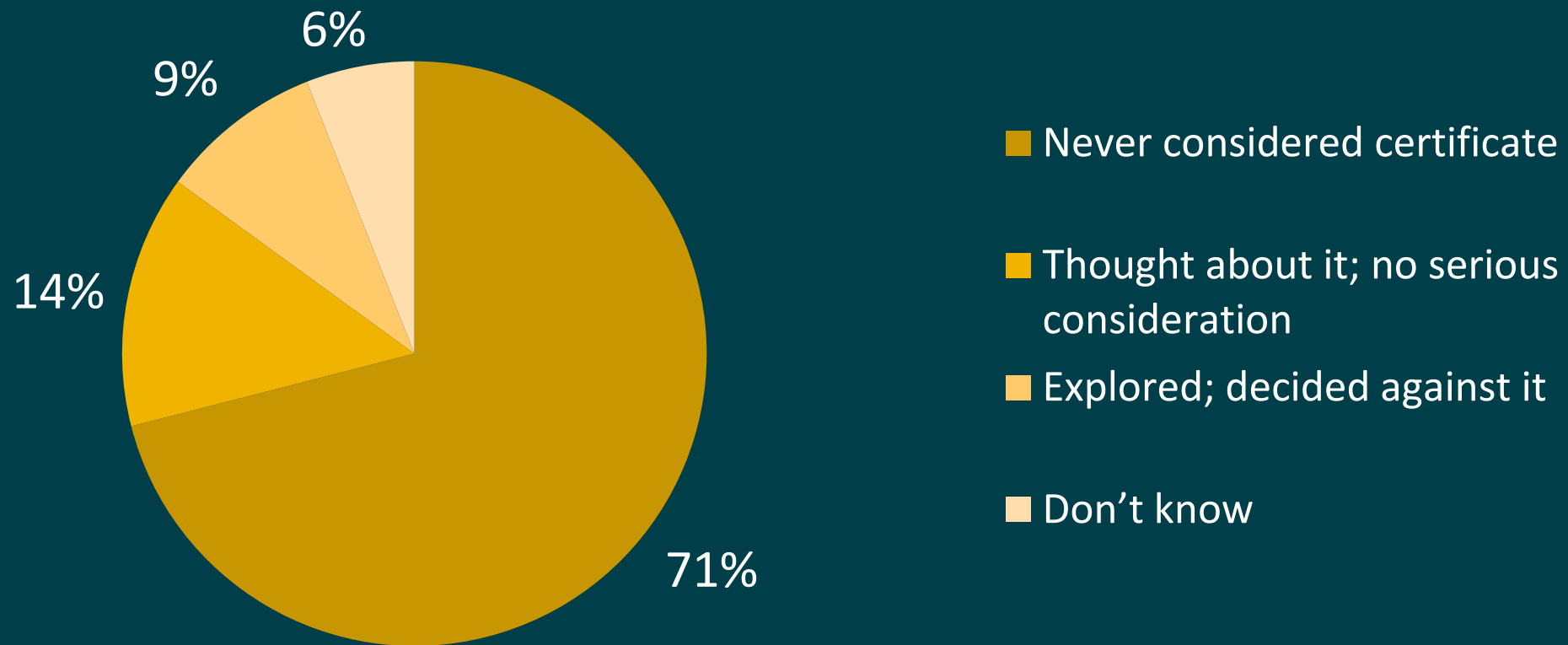
Base: All respondents (2,121)



# Did you consider a certificate program?

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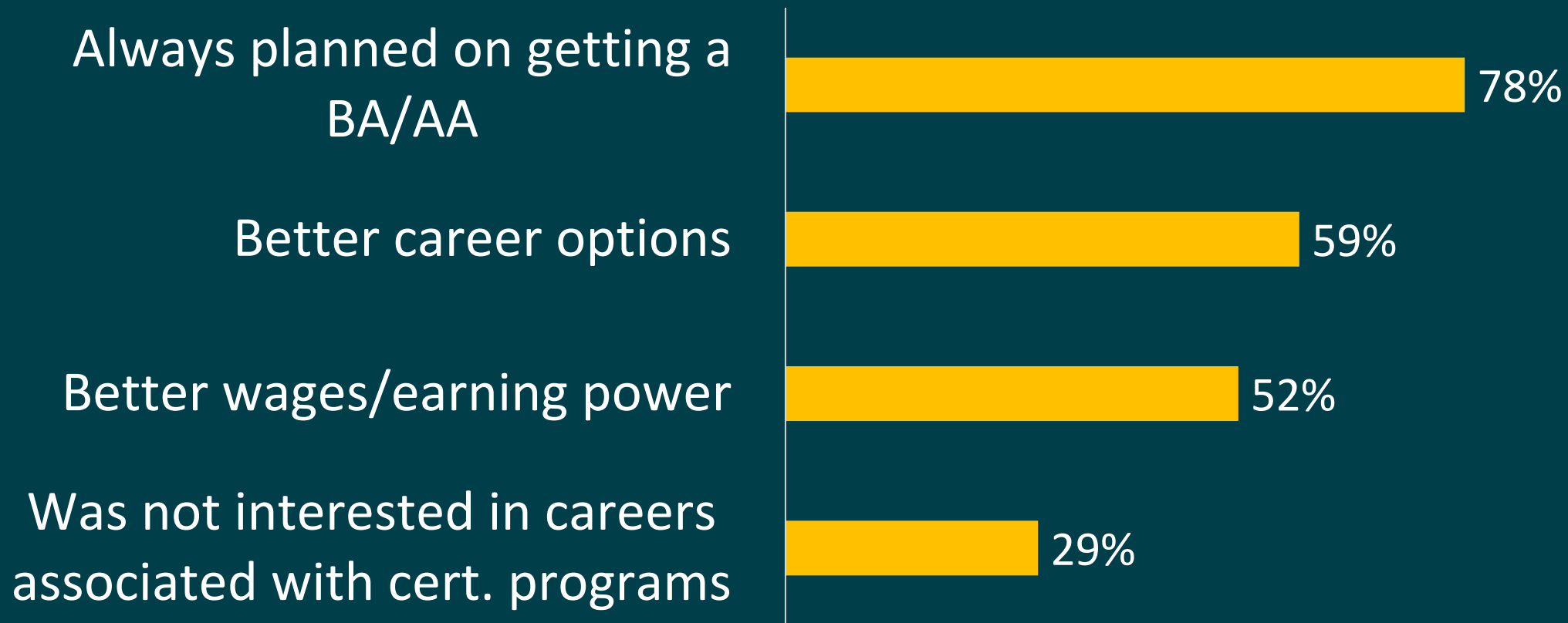
Base: Enrolled BA/AA program (1,904)



# Why did you pursue a degree rather than certificate?

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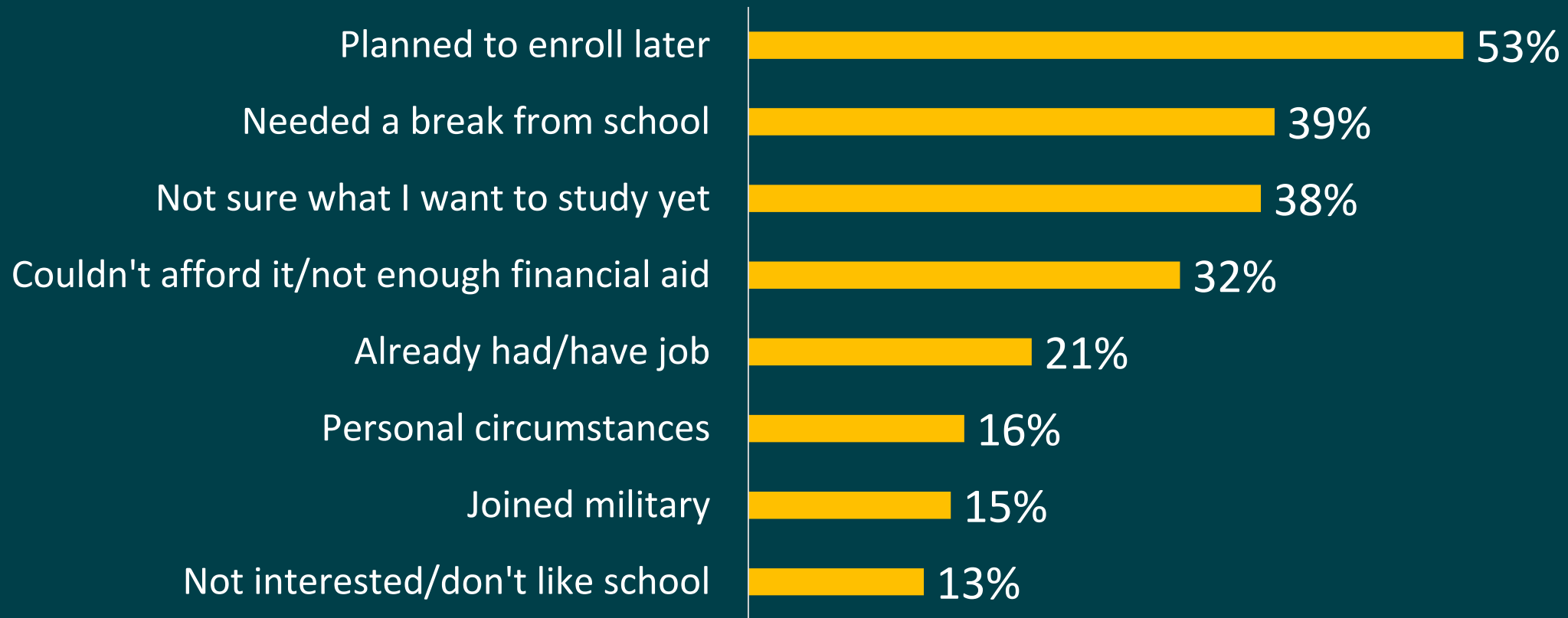
Base: Enrolled BA/AA program (1,904)



# Why didn't you pursue further education?

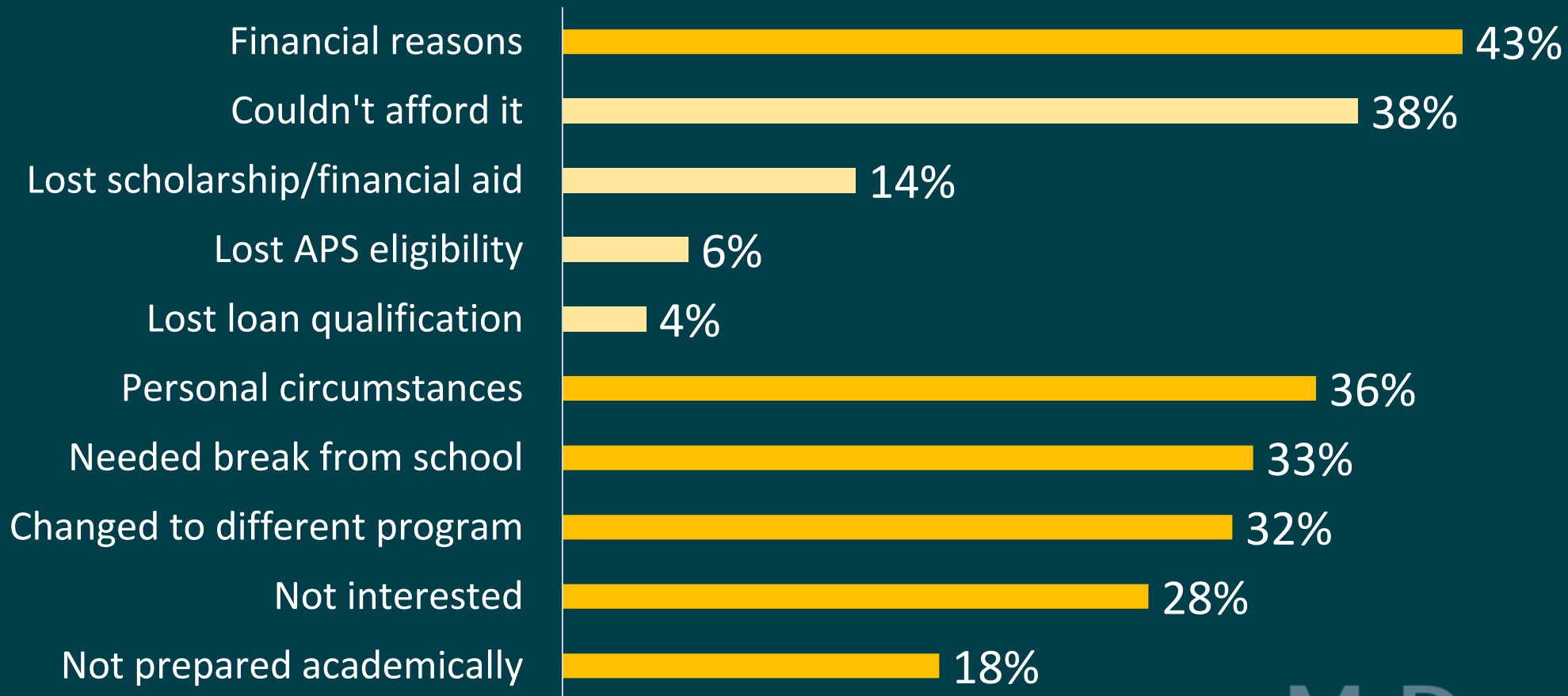
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Base: Never enrolled in any PS program (88)



# Why didn't you complete the degree/certificate program?

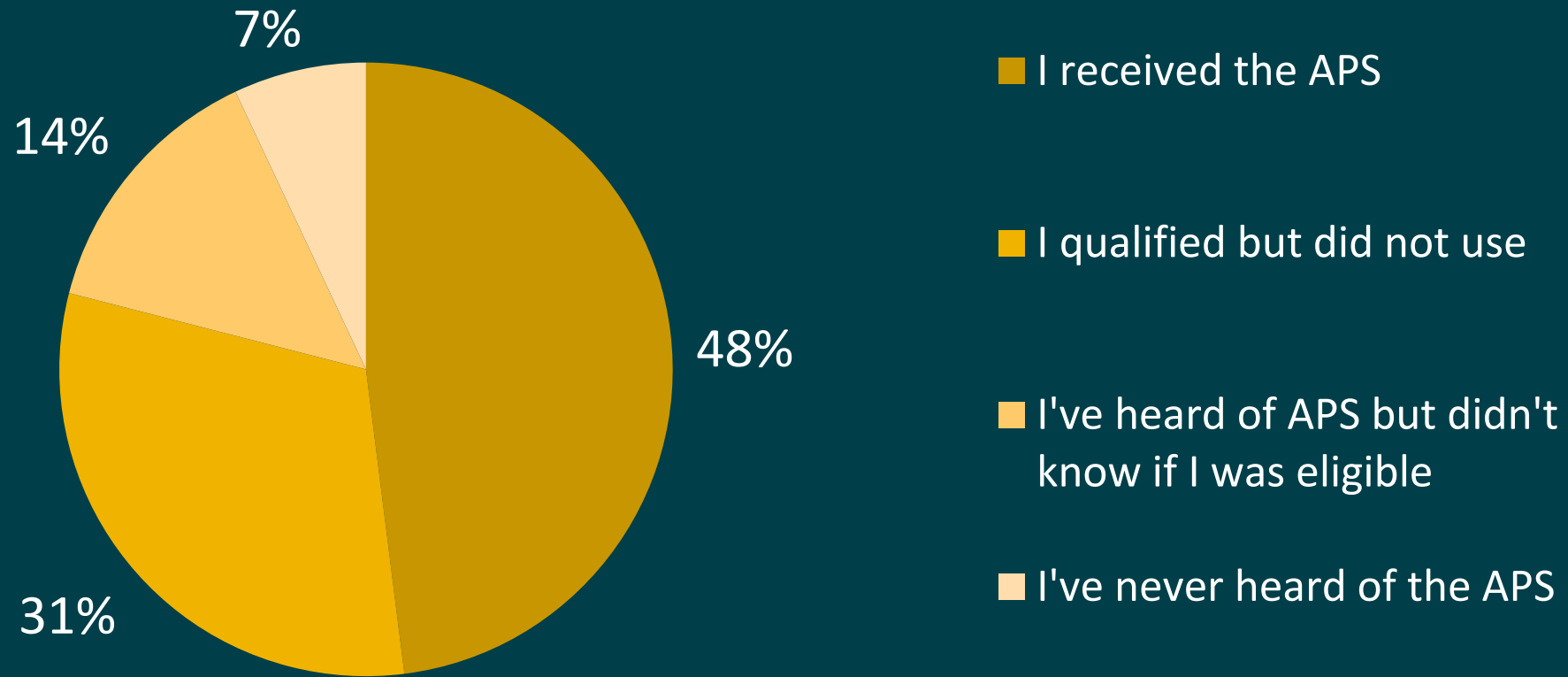
Base: Enrolled but did not complete (164)



# Which of the following best describes you?

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Base: All respondents (2,121)

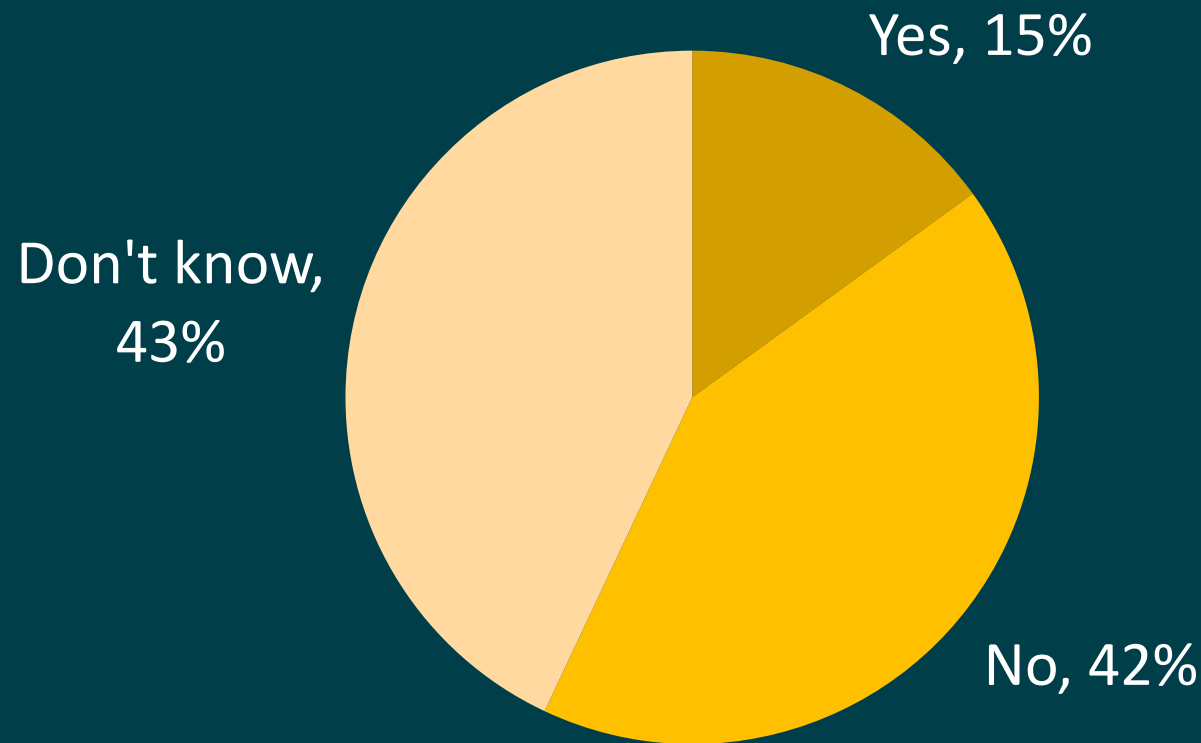




# Do you plan to use the APS before it expires?

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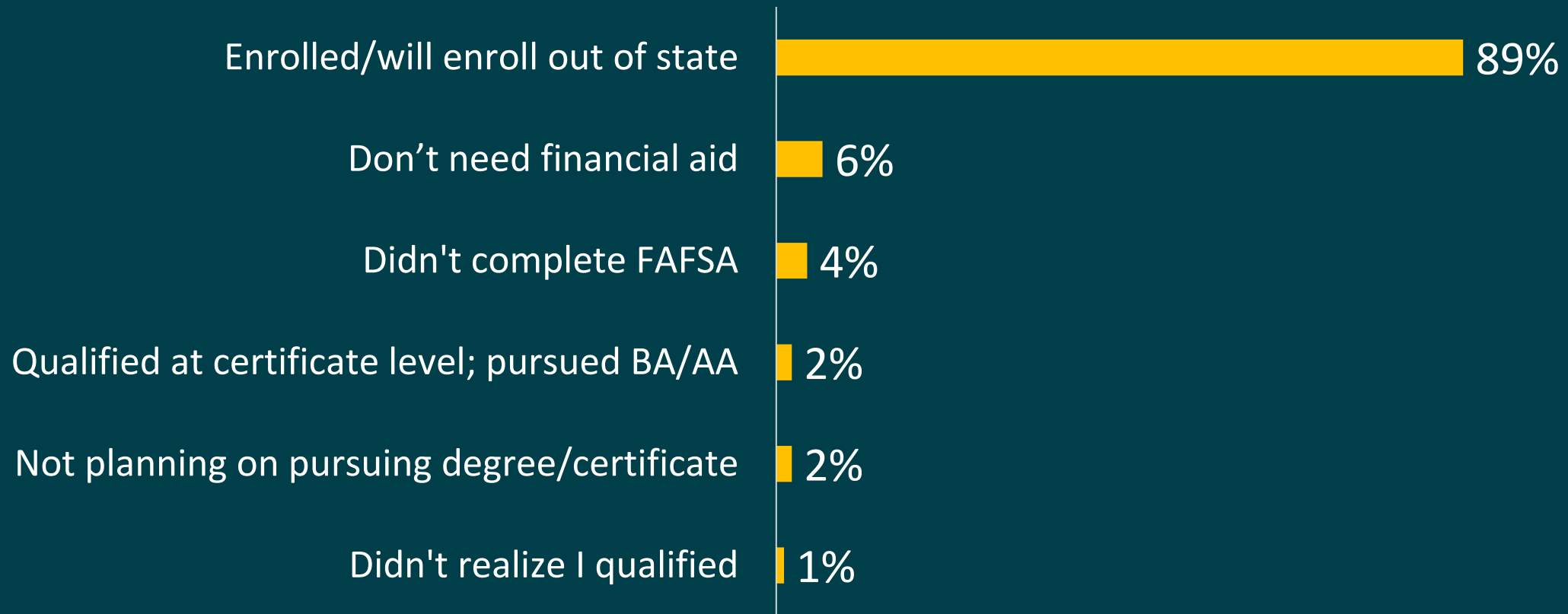
Base: Chose not to use APS (616)



# Why aren't you using the APS?

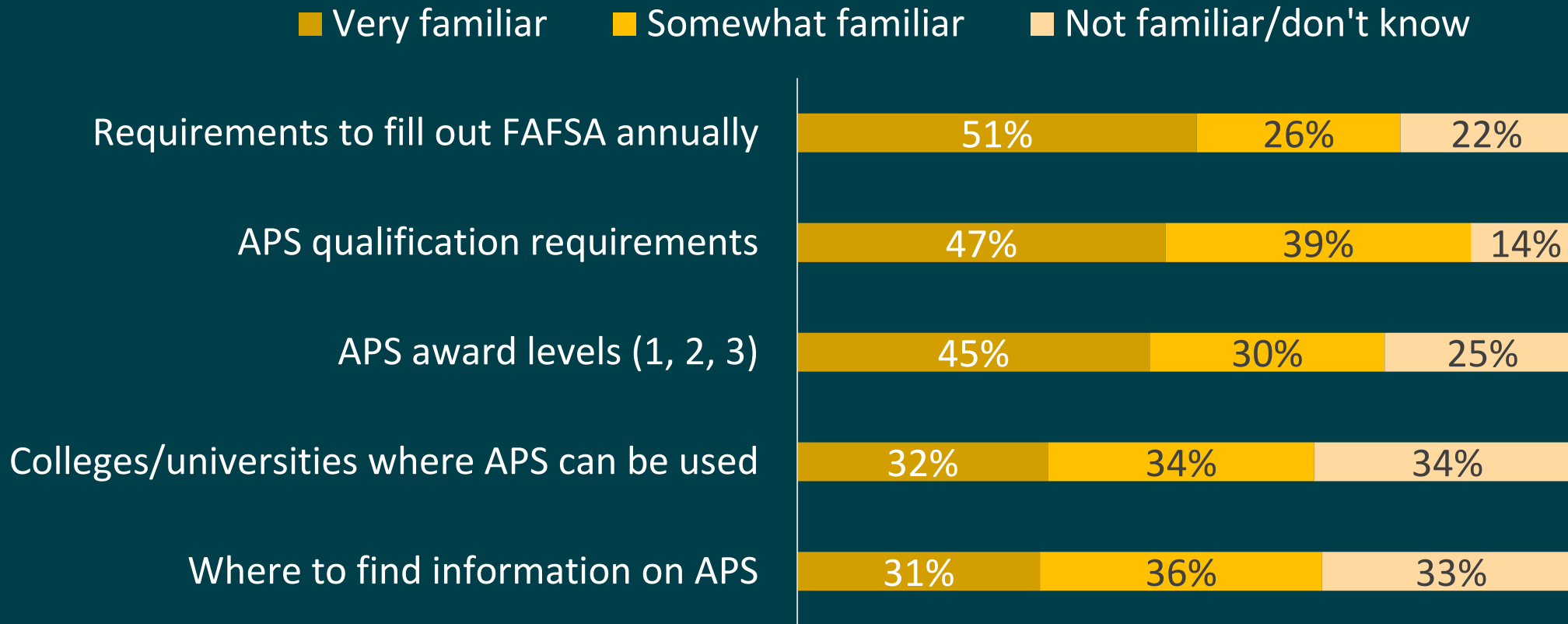
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Base: Did not use APS and don't plan to in future (277)



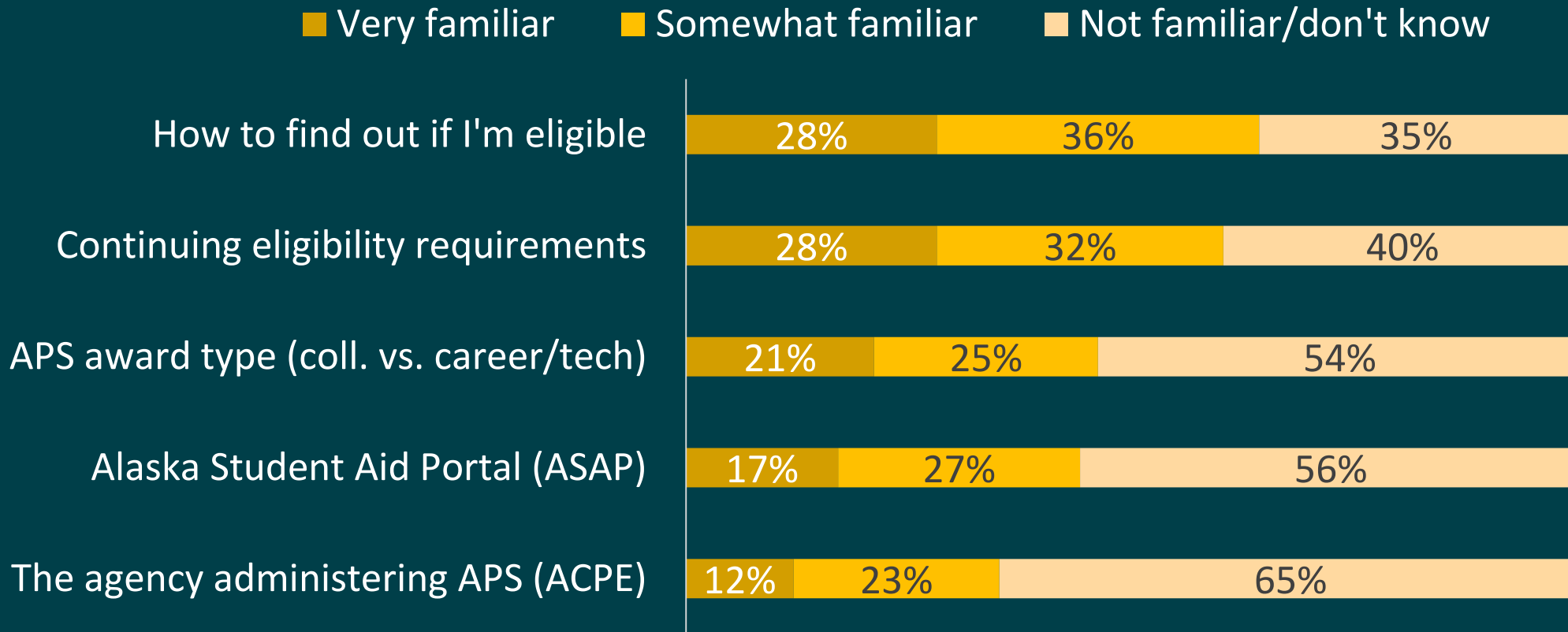
# Familiarity with APS Aspects (Chart 1 of 2)

Base: All respondents aware of APS (2,002)



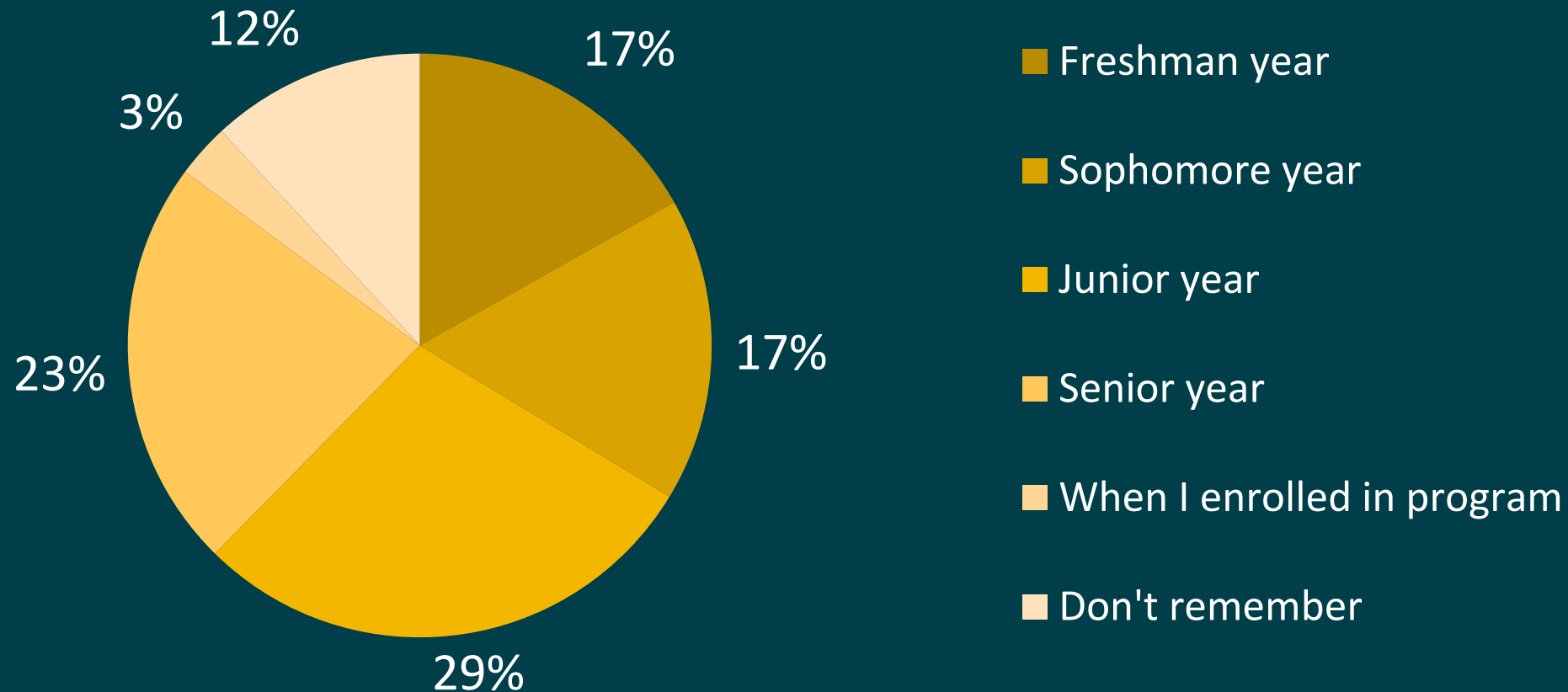
# Familiarity with APS Aspects (Chart 2 of 2)

Base: All respondents aware of APS (2,002)



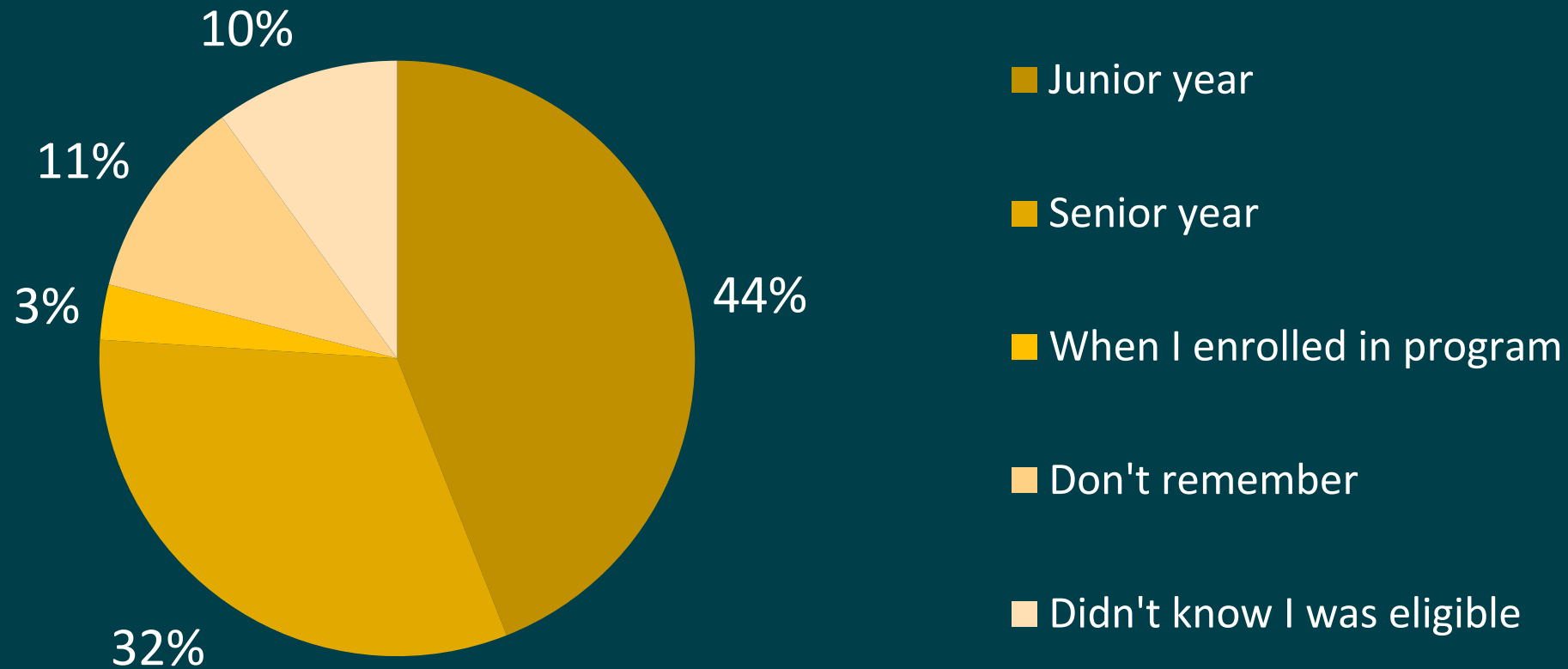
# When did you first learn about APS?

Base: All respondents aware of APS (2,002)



# When did you first learn you might be eligible for APS?

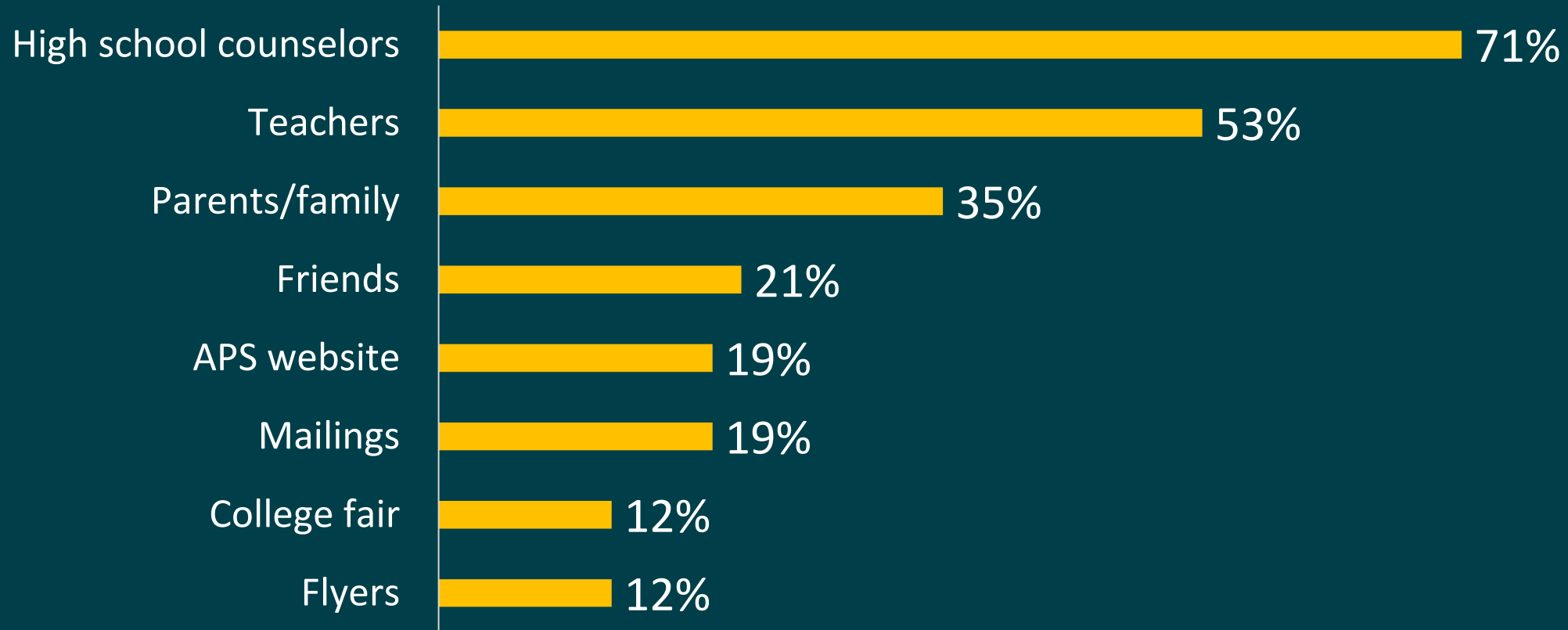
Base: All respondents aware of APS (2,002)



# Where did you get information on APS?

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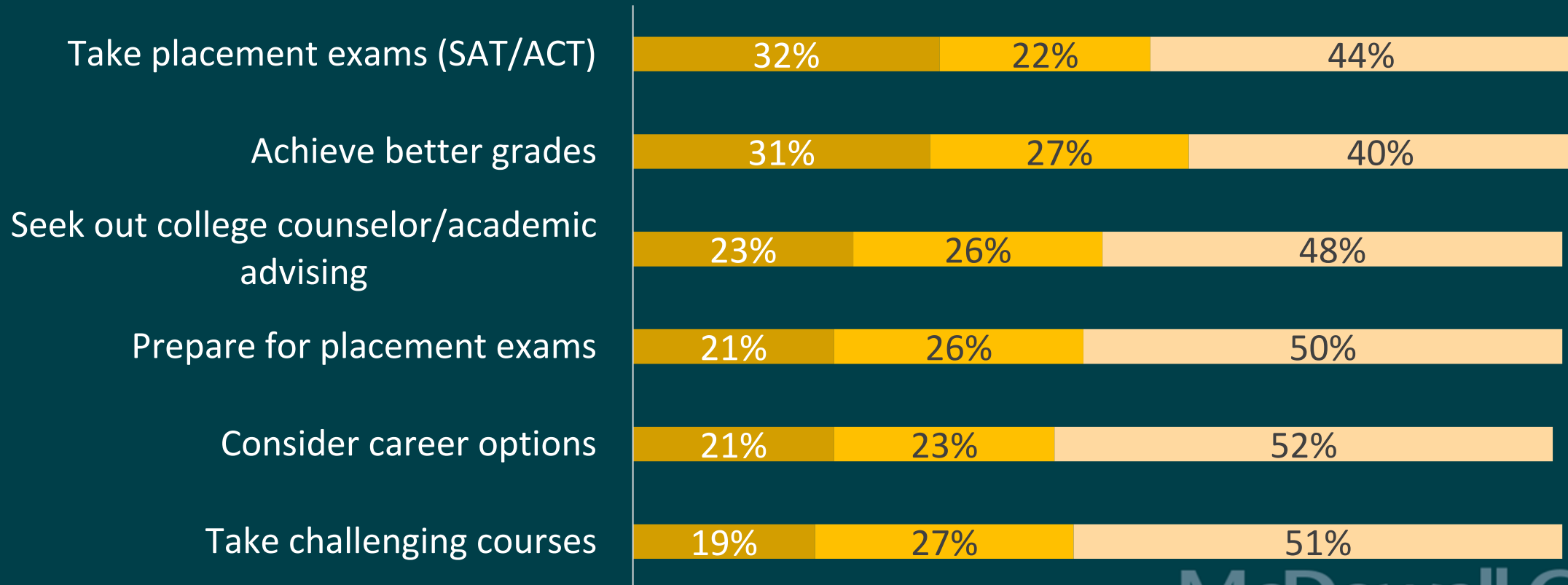
Base: All respondents aware of APS (2,002)



# Did availability of APS make you more likely to... ...in high school?

Base: All respondents aware of APS (2,002)

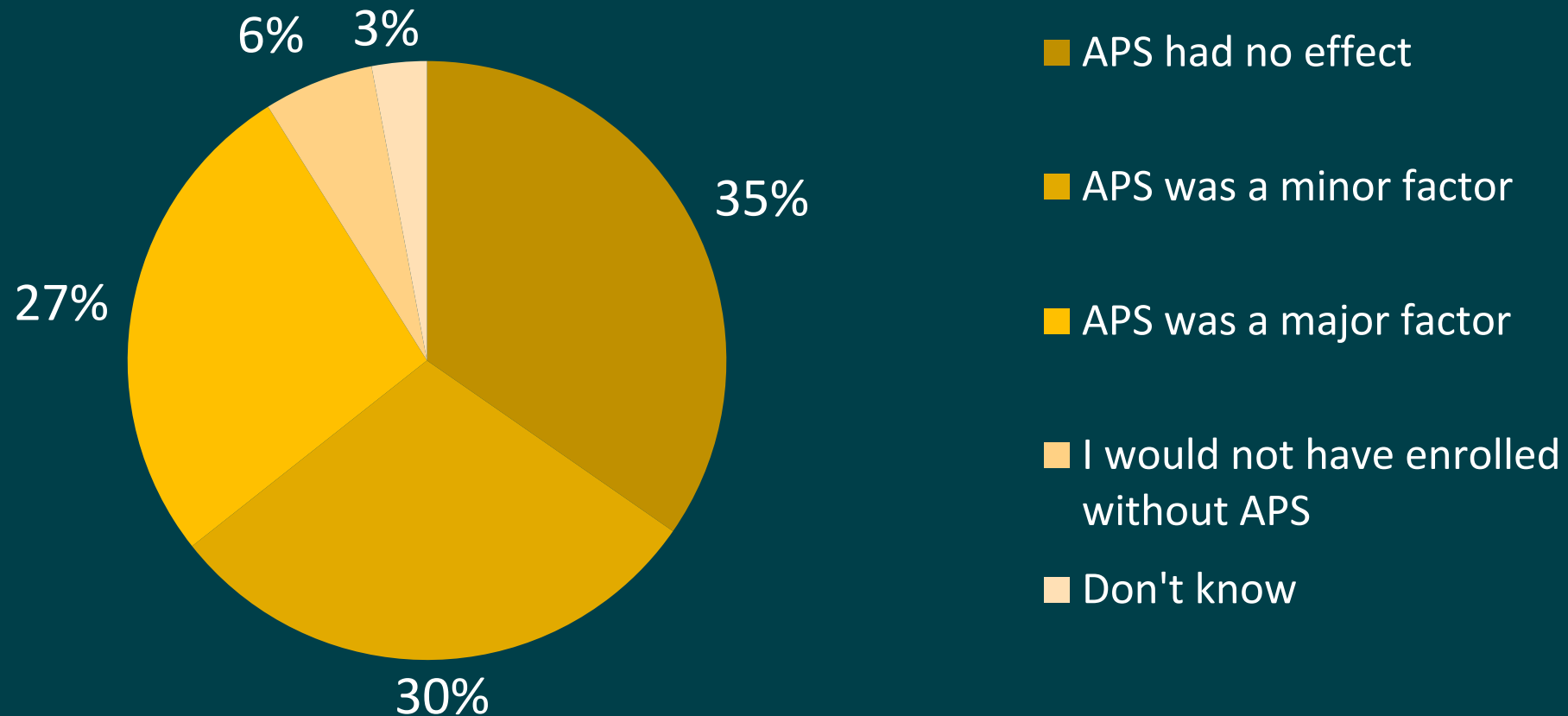
■ Much more likely   ■ Somewhat more likely   ■ Had no effect





# How did APS affect your decision to enroll in a degree/certificate program?

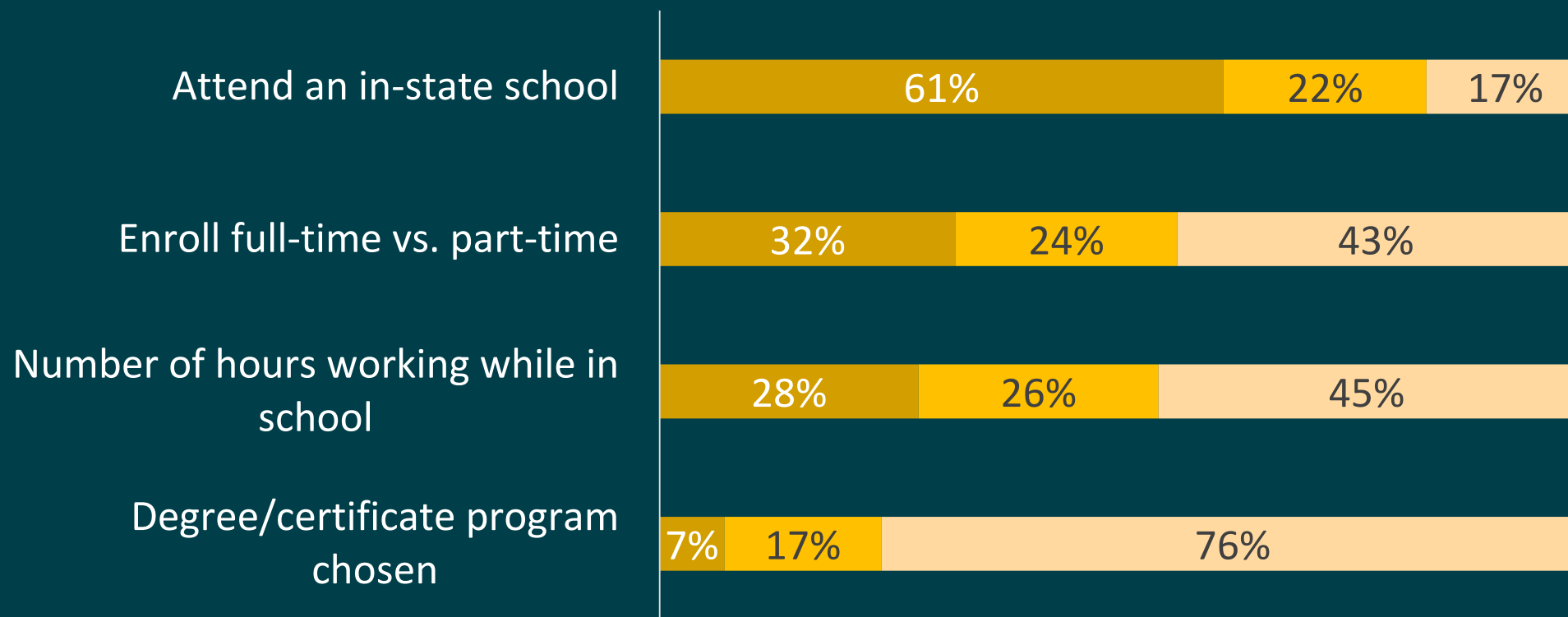
Base: APS recipients (1,153)



# How much of an influence was APS in your decision to...?

Base: APS recipients (1,153)

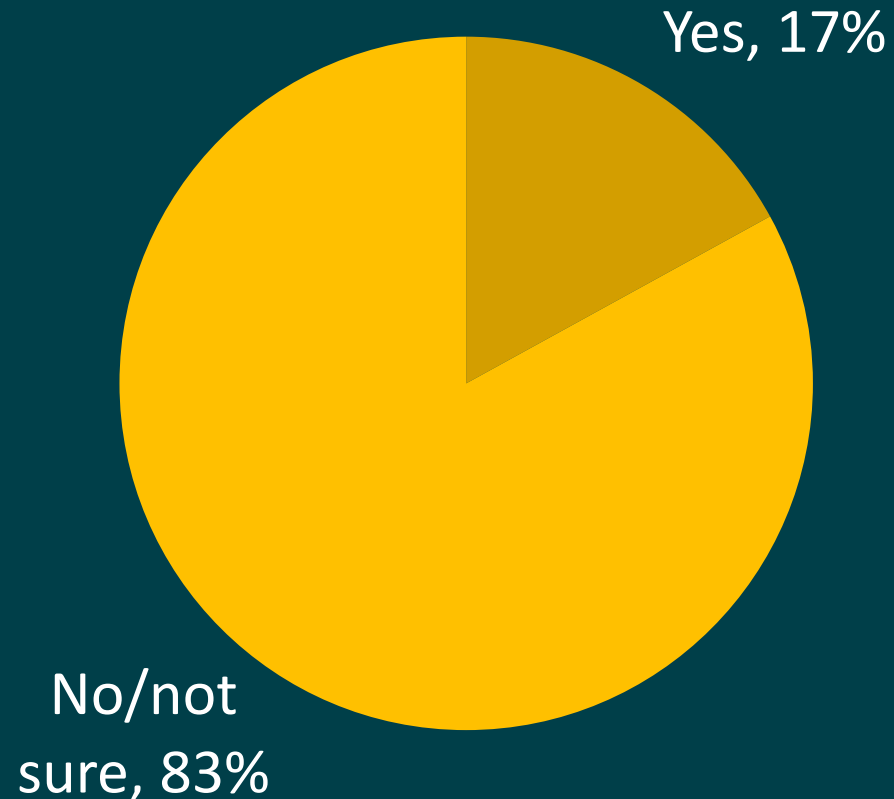
■ Major influence ■ Minor influence ■ No influence



# Do you know how students who have lost eligibility can become eligible again?

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Base: APS recipients (1,153)



APS has continuing eligibility requirements related to college GPA and credit hours completed. Do you know how students who have lost eligibility due to low GPA or insufficient credit hours can become eligible again for APS?

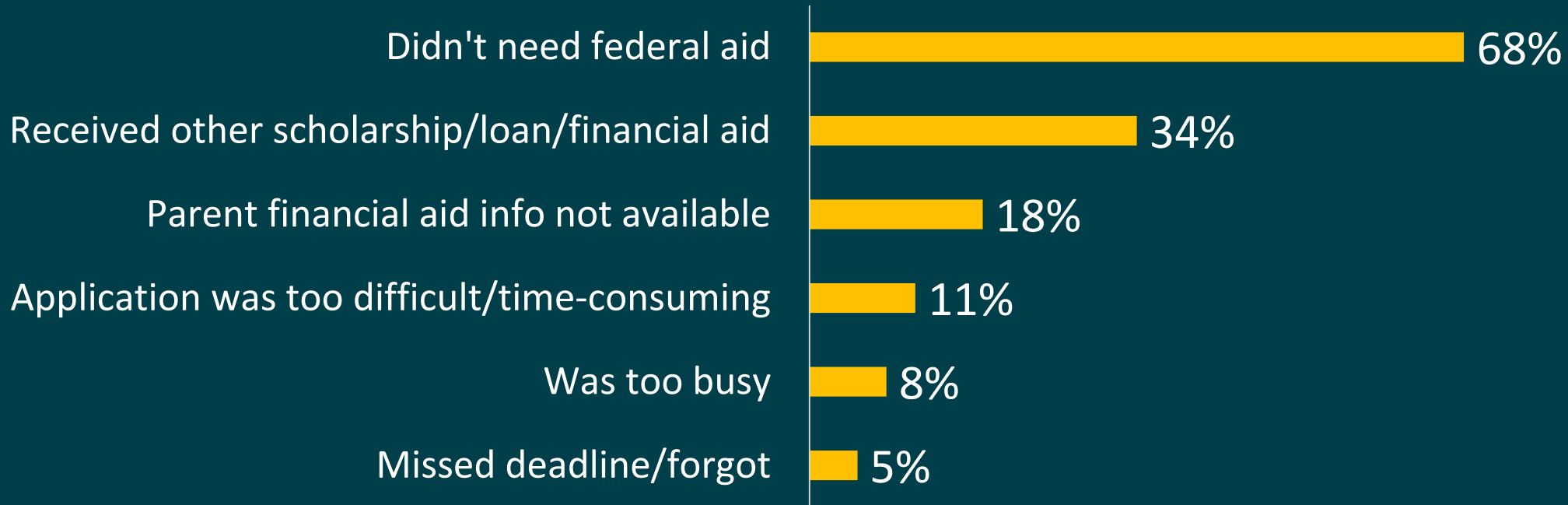
# Did you complete the FAFSA? If no, why not?

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Base: Non-APS recipients; enrolled at some point in last four years (575)

**Completed FAFSA: 89%**

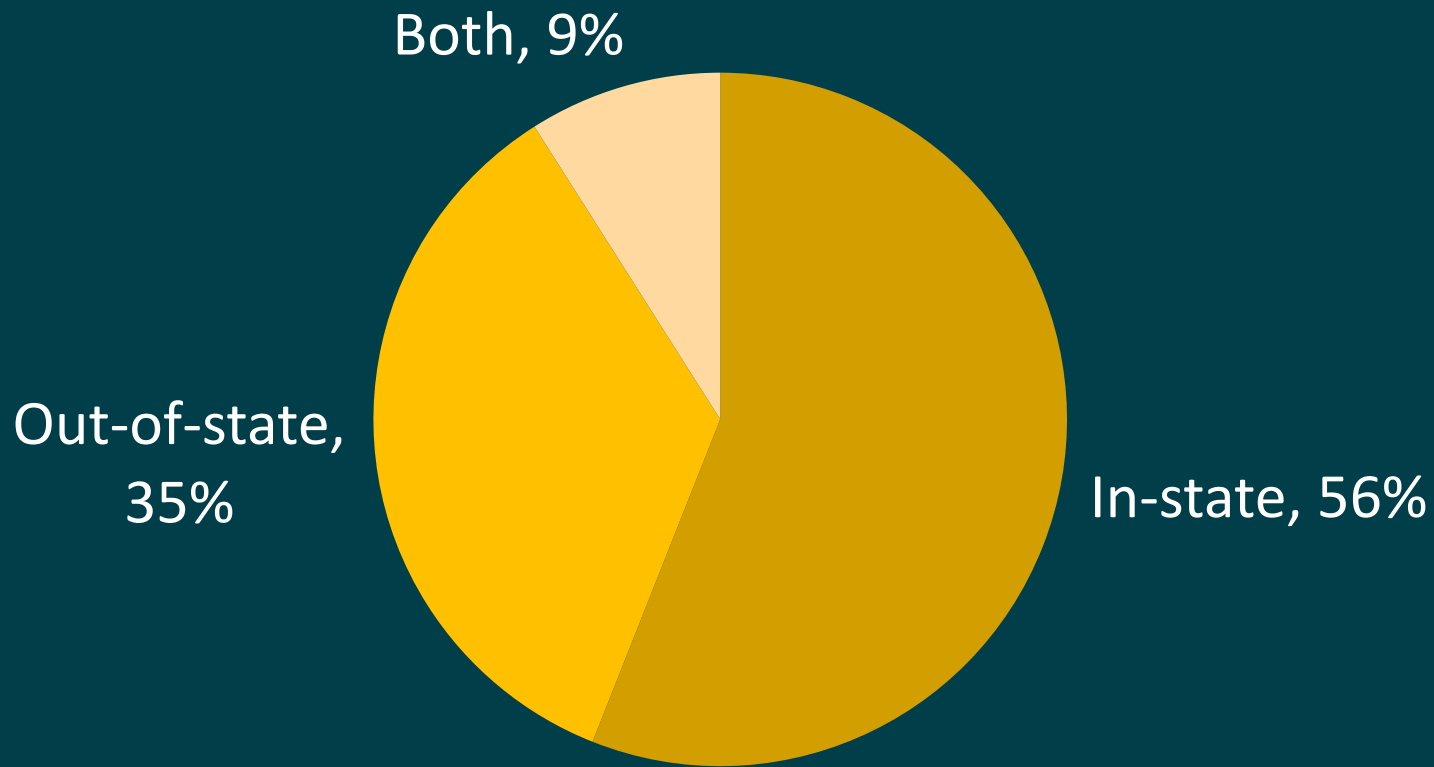
Why not? Base: 61



# Have you enrolled in-state, out-of-state, or both?

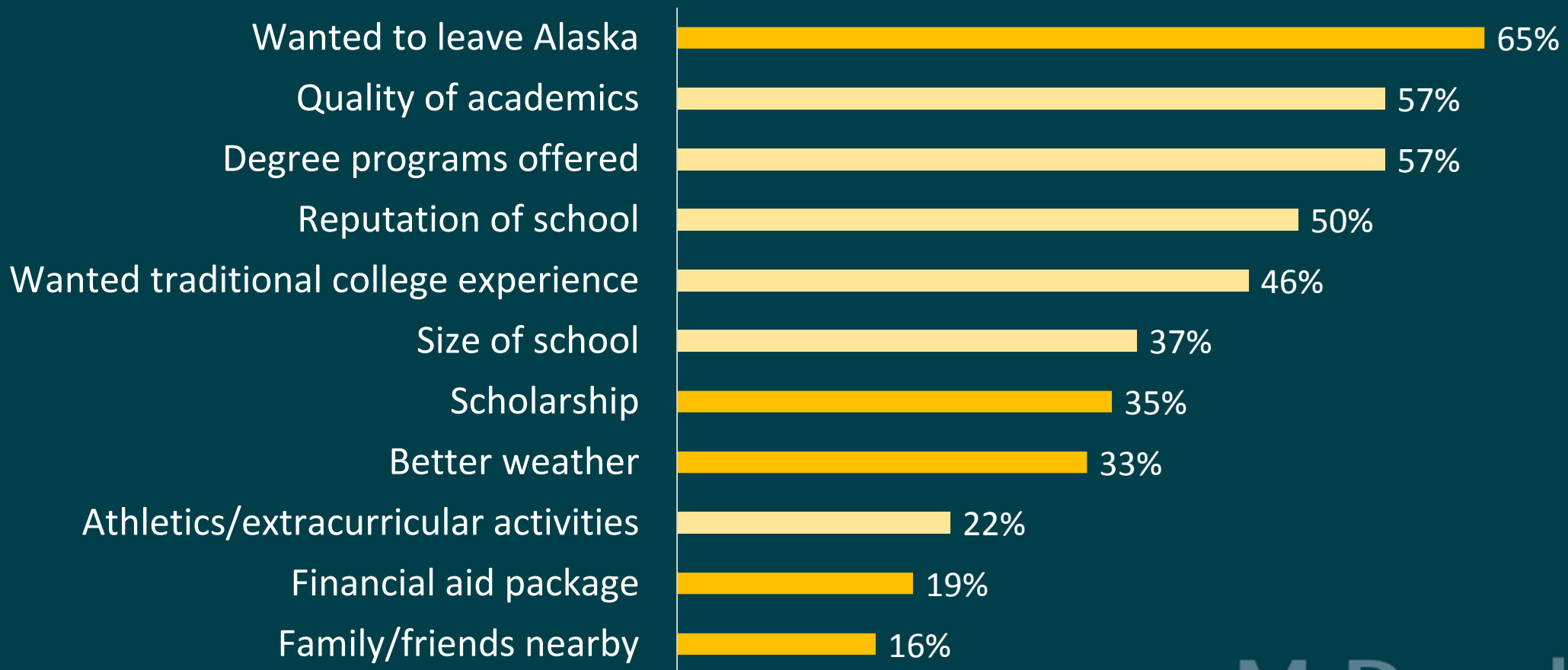
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Base: Currently enrolled, completed, did not complete (1,716)



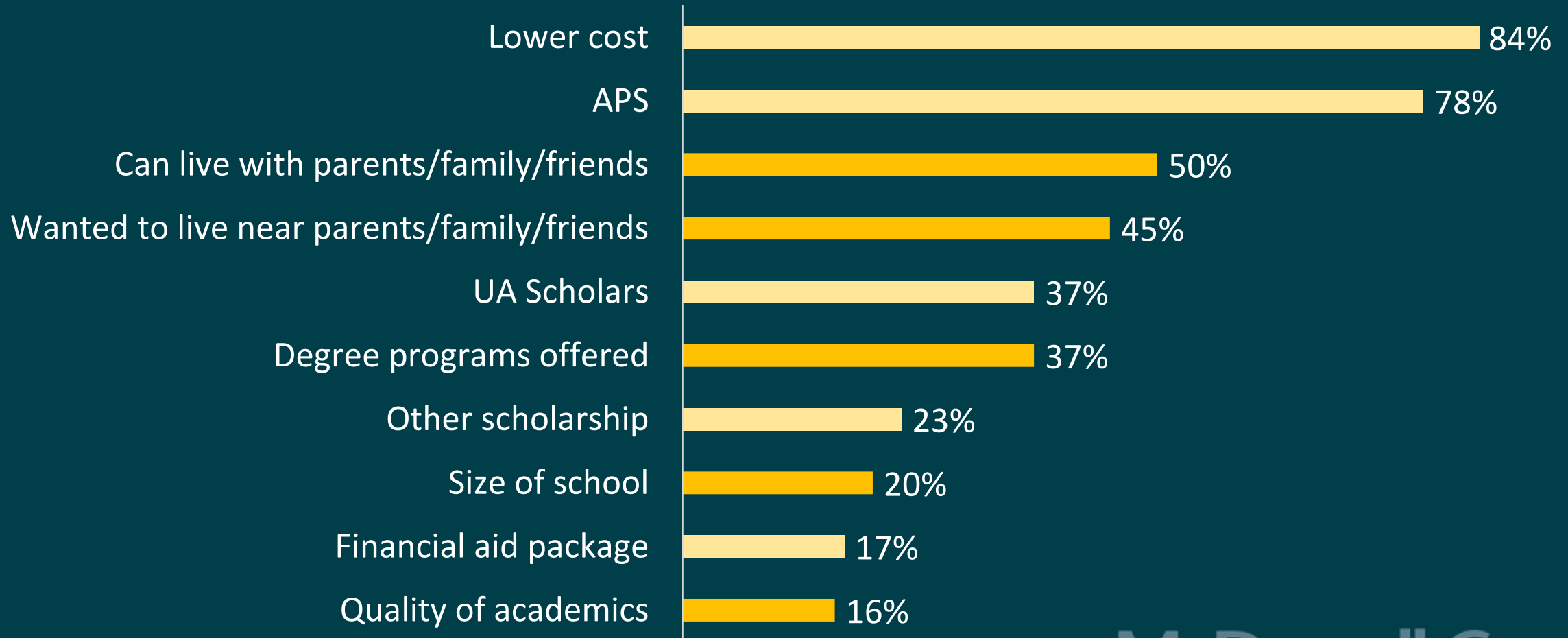
# Why did you continue your education outside Alaska?

Base: Enrolled outside of Alaska (713)



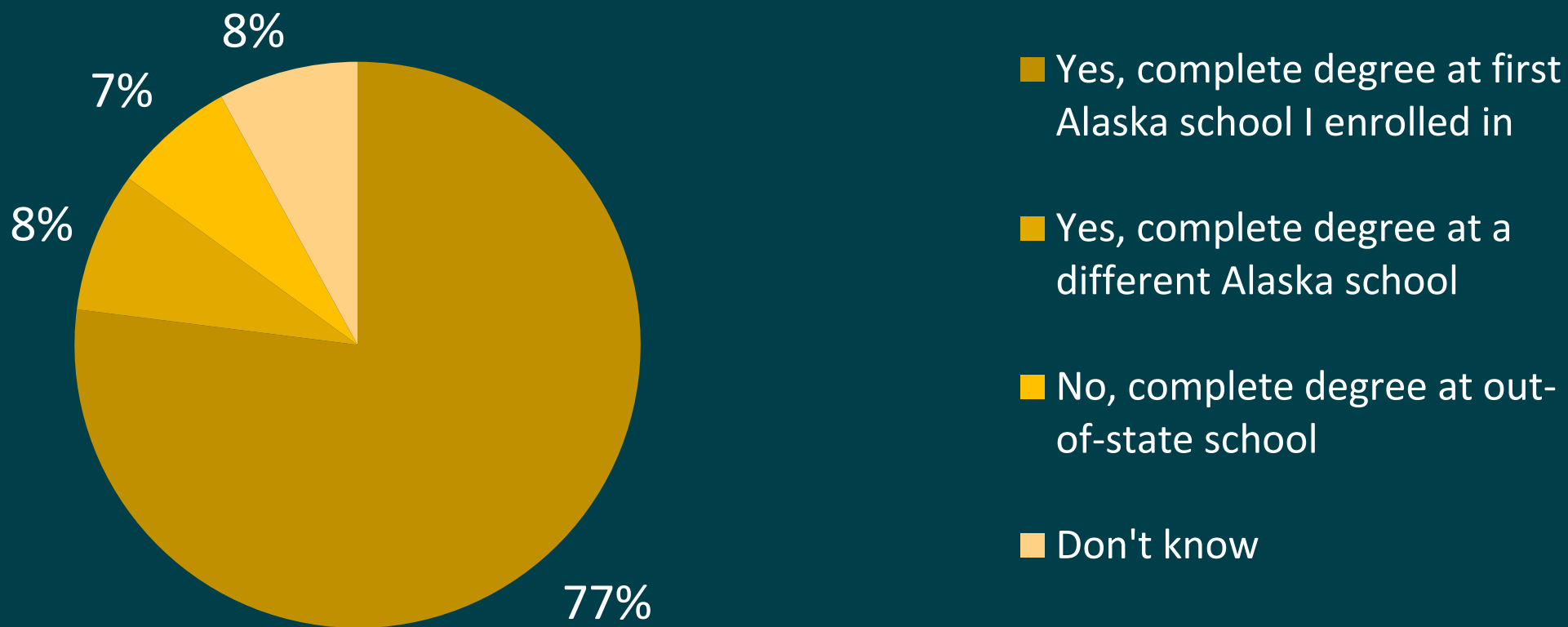
# Why did you continue your education in Alaska?

Base: Enrolled in-state (1,160)



# Do you plan to complete your degree/certificate at an Alaska school?

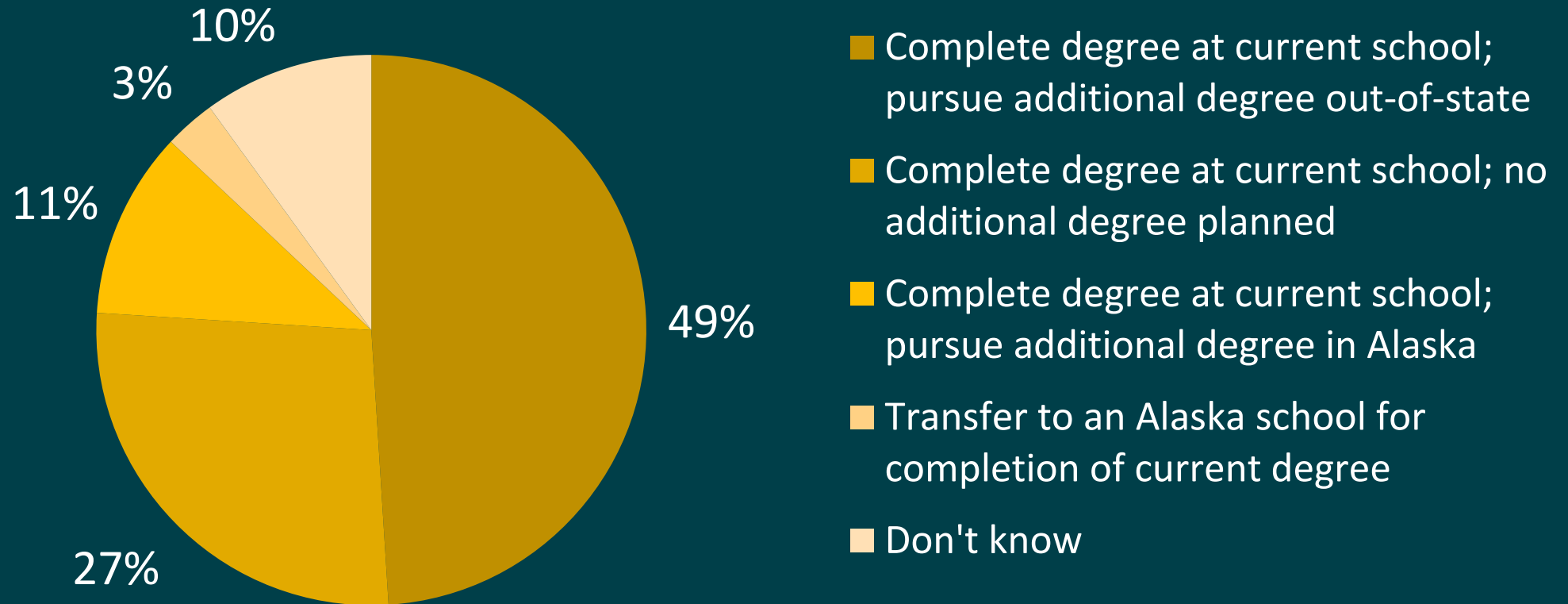
Base: Currently enrolled in-state (1,056)





# Which of the following best describes your plans for completing your degree and continuing your education?

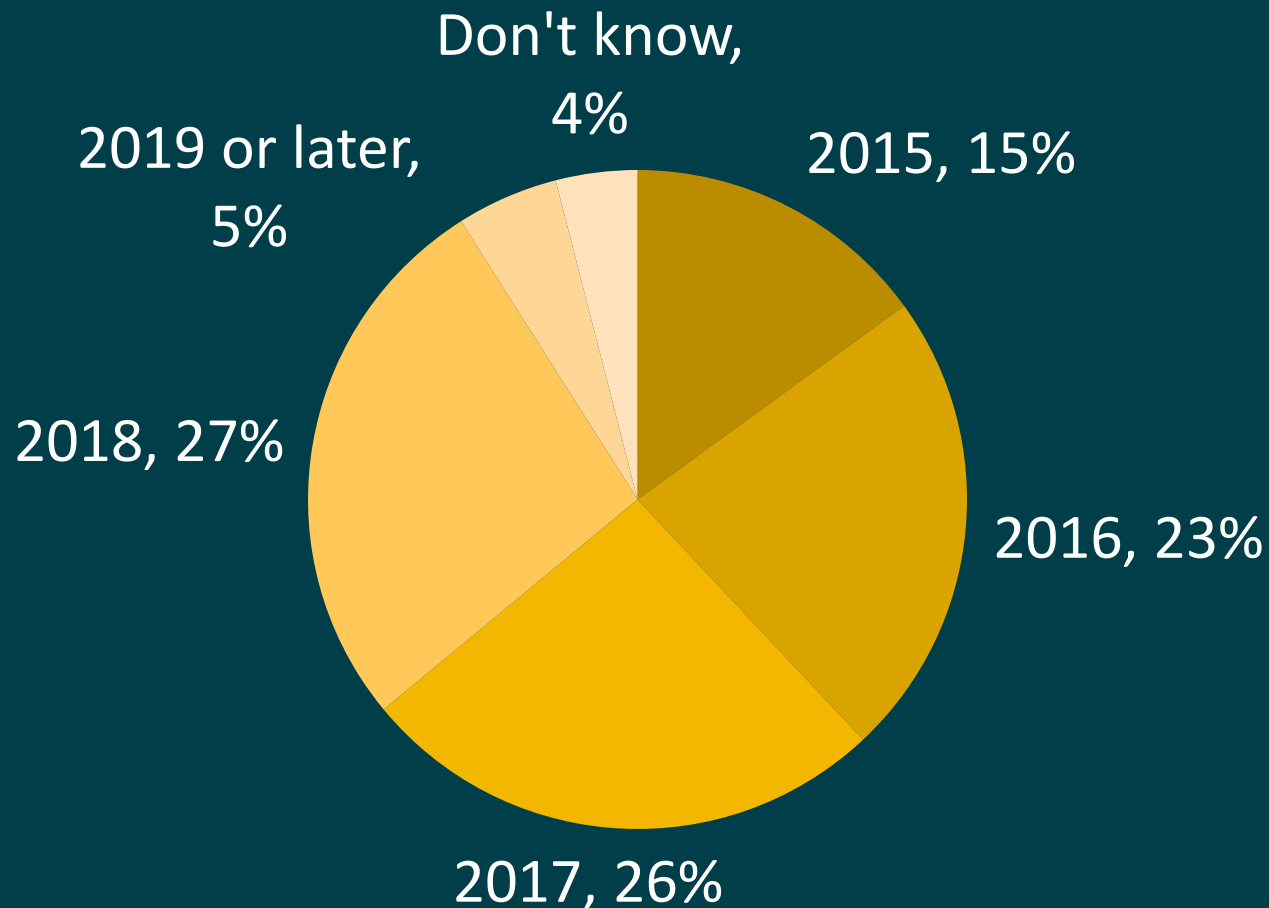
Base: Currently enrolled out-of-state (532)



Follow-up: of the 74 respondents planning to return to Alaska, 90% said they would use APS if eligible.

# What year do you plan on graduating?

Base: Currently enrolled (1,585)



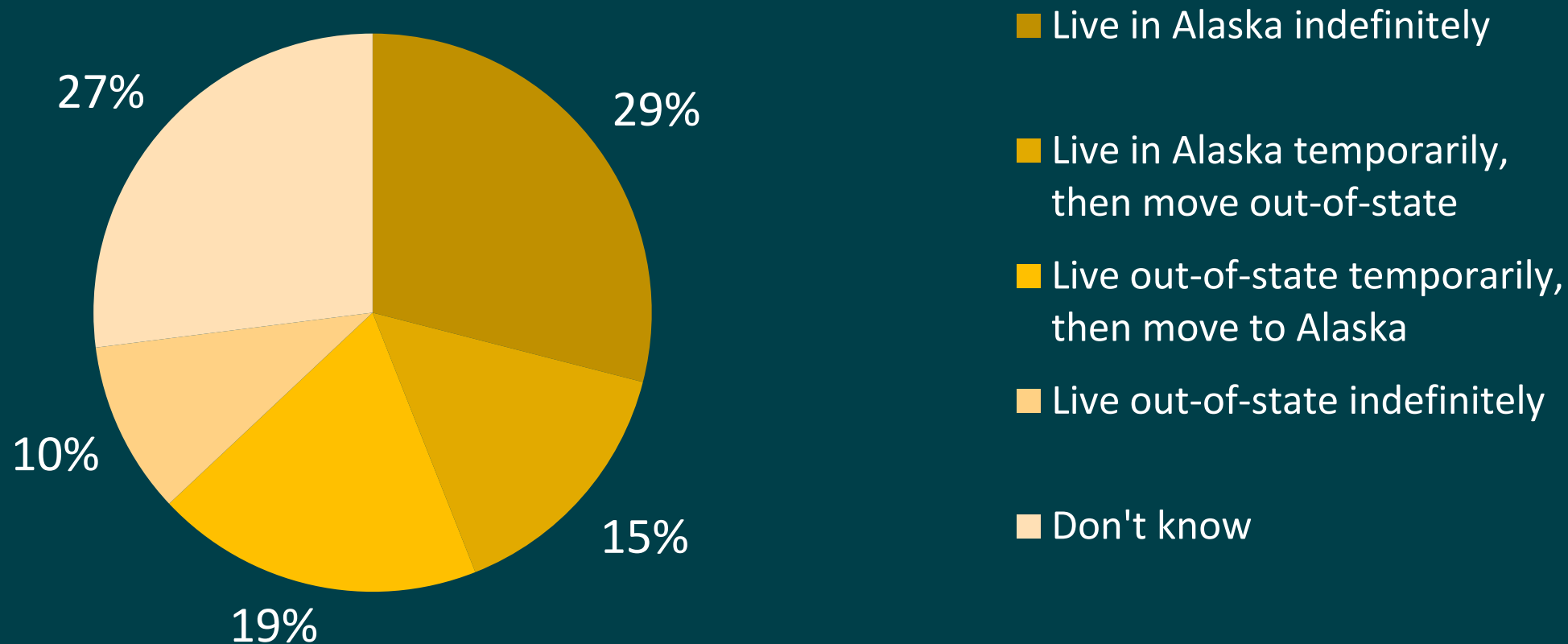
Follow-up: Have you developed a course plan to achieve that graduation date?

(Base: Noted grad date; 1,525)

Yes	85%
No	11%
Don't know	3%

# Where do you plan to live in the future?

Base: All respondents aware of APS (2,002)



# Participant Comments

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- Respondents were asked to comment on ease/length of survey; about 1/5 (400) provided comments; response was overwhelmingly positive
- Some respondents learned new things about APS through the survey; others were motivated to seek out additional information
- About 25 volunteered positive/appreciative comments about APS

*APS is the sole reason I stayed in Alaska for college, along with the low cost of tuition. I hope that future students can benefit the way that I have.*

*I am so fortunate to have received APS and completed my associate's degree from UAA. I gained a full time job within my career field due to UAA and APS and could not be happier. Please continue to grant these scholarships to our high schoolers and increase our community's knowledge and skill set!*

# Participant Comments

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*APS is an outstanding program and gives opportunity for most Alaskans to achieve a higher education or certificate program at a manageable cost while staying in the state. Those who do use the APS will most likely stay in the state to benefit and contribute to our workforce and economy.*

*This scholarship is the only reason I was able to go to college.*

*I probably would not have stayed in Alaska for school without APS and I know many of my friends feel the same way. APS truly encouraged me, and many of my friends, to take more rigorous classes in high school and keep our grades up. It also encouraged many of us to stay in state and made college MUCH more affordable.*

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# Questions

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# Alaska Performance Scholarship Survey *Preliminary Results*



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**McDowell Group**

**April 3, 2015**

